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Gian Reto à Porta awarded as Business Angel of the Year 2022

Rotkreuz/Zug, June 14, 2022 - The SECA (Swiss Private Equity & Corporate Finance Association) has awarded Gian Reto à Porta as 20th Business Angel of the Year. The Swiss fintech entrepreneur of the first hour convinced the jury with his commitment as a fintech networker and successful angel investor in Swiss scaleups (startups in the phase of rapid growth).

Since the sale of his fintech startup Contovista in 2017, he has been actively investing in early-stage startups. From his own experience, he knows how valuable it is in this first phase of a startup to have experienced entrepreneurs as investors. After all, in addition to the money invested, it is equally important for startups to have a counterpart who is as uncomplicated and honest as possible and who supports them in successfully establishing a company - this is what Gian Reto à Porta is now focusing on: "Everyone talks about smart money. But I don't just want to bring smart money into a company, I want to bring honest, supportive and motivating money".

Investments in Swiss startups and venture capital funds domiciled in Switzerland

In the last four years, he made investments in 16 startups - ten of them from Switzerland. In addition, there were investments in six venture capital funds, three of which are based in Switzerland. These developments vividly demonstrate how the Swiss startup ecosystem can benefit from a successful exit. The founders of his portfolio startups also see it that way:

Philippe Sahli, Founder & CEO of [Yokoy](#): "Gian saw the potential of our team very early on and as an investor has always championed the interests of us founders as well."

As a scale-up, startup Yokoy, founded in 2019, has made a name for itself in the Swiss startup scene, as its last funding round in 2022 was for CHF 80 million with world-renowned Silicon Valley-based venture capitalist Sequoia as lead investor.

Lav Odorovic, Co-Founder & CEO of [Relio](#): "I was looking for an experienced entrepreneur with banking experience to join our board. It quickly became clear that Gian's contribution is invaluable, probably as entrepreneurship and banking rarely go together so well. "

Kevin Smith, Founder & CEO of [Snipd](#): "My first startup experience was at Gian's Startup - he was my boss and mentor. Later, Gian in turn invested in my startup and supported me. That's how it should go if you want to build a successful startup ecosystem: re-invest into the ecosystem."

The support of business angels like Gian Reto à Porta make it attractive for startups to incorporate their startup in Switzerland.

20 years Business Angel of the Year

For two decades now, SECA has been honoring outstanding business angels for their commitment and performance as angel investors. Previous award winners include Cornelia Gut-Villa, CEO of the Start-

feld Foundation, Yello frontman and entrepreneur Dieter Meier, Logitech founder Daniel Borel, Joachim Schoss, founder of the scout24 Group, and Prof. Dr. Cuno Pümpin from the University of St. Gallen.

45 Unicorns with a valuation of over CHF 1 billion in Switzerland

As SICTIC, the largest angel investor club in Switzerland, recently published, a total of 45 startups in Switzerland have achieved a valuation of more than CHF 1 billion in the last 12 years, earning them the title "unicorn". Venture capitalists are particularly interested in this. Before SICTIC, however, only 6 Swiss unicorns were listed in the international databases, as people in Switzerland apparently do not like to talk publicly about financial success, quite the opposite of the USA. Switzerland is well on the way to producing many more successful scaleups with unicorn potential. However, this requires more entrepreneurially experienced private individuals to provide start-up financing as business angels.

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About SECA

The SECA Swiss Private Equity & Corporate Finance Association represents the Swiss private equity, venture capital and corporate finance communities. SECA aims to represent the private equity and corporate finance activities to the relevant target groups and the public. It also promotes the exchange of ideas and cooperation between members and their clients. The promotion of professional development as well as the development of ethical rules of conduct and their implementation are further areas of responsibility.

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